

REMARKS

Claims 6 and 12-14 are currently pending in the present application. Claims 12-13 have been amended to correct minor claim language informalities. Claim 13 is objected and Claims 6 and 12-14 have been rejected.

CLAIM OBJECTIONS

Claim 13 is objected to for containing a minor claim language informality. Applicant has amended Claim 13 in accordance with the Examiner's suggestion. Accordingly, Applicant requests the objection to Claim 13 be withdrawn.

REJECTIONS UNDER 35 U.S.C.

§102(b), and in the alternative §103(a)

Claims 6 and 12-14 were rejected under §102(b) as being anticipated by, or, in the alternative, under §103(a) as obvious over 'Noel-Levitz' (www.noellelevitz.com, Newsletter archive, Grading and Qualifying Prospects, winter 1998 (part 1) and spring 1998 (part 2). Applicant submits that these rejections are improper and must be withdrawn.

As stated previously in the Response dated March 1, 2007, the Office Acknowledges “Noel-Levitz does not explicitly provide a web site containing links to a survey and to a partial application; assigning a unique access number (“PIN”) to each candidate in the target group: electronically mailing each candidate in the target group the assigned PIN and an invitation to use the PIN to access the web site; providing each candidate accessing the web site and indicating a continued interest in the educational institution with electronic access to the partial application; for each candidate who electronically accesses the partial application.”

In addition to the admitted deficiencies of Noel-Levitz, the Examiner has remarked on page 12 of the Final Rejection dated May 5, 2007 that the alleged anticipation rejection of Claims 6, and 12-14 requires one or more references: Dugan et al., Using GMAC...pp. 24-31, and U.S. Patents 6,256,614 and 5,774,869 to support the deficiencies of Noel-Levitz. Anticipation as defined under 35 U.S.C. §102(b) requires a single reference teach all of the limitations of a single claim. For at least that reason, examiner’s rejection under 35 U.S.C. §102(b) is improper and must be withdrawn.

Notwithstanding the improper rejection under 35 U.S.C. §102(b). Noel-Levitz does not teach, disclose or render obvious the claimed features of Claim 12.

Examiner alleges on page 3 of the Final Rejection that Noel-Levitz discloses several claim operations of Claim 12 which reference a “partial application”, and relies on pages 4-6, and 16-20 for support. Applicant has reviewed these portions of Noel-

Levitz cited by examiner, and can find no support for a “partial application” as described in claim 12, which recites, in part:

- (h) for each candidate who electronically accesses the partial application, customizing the partial application with personal information from the database;
- (i) compiling the partial applications which have been electronically completed;
- (j) transmitting the partial applications to the educational institution;
- (k) providing a personalized acknowledgement of each partial application received;
- (l) updating the database with information from the partial application.

Noel-Levitz is directed to profiling prospective applicants in an effort to increase the efficiency of staff and university resources. The information is mined to invoke recruiting resources, such as: admissions travel, telecounseling, direct mailings, special event planning, and to predict enrollment trends. The disclosure of Noel-Levitz is based on receiving pre-existing applicant information stored in a database. The Noel-Levitz system does not include any reference to “partial applications” as described in Claim 12.

In contrast to the disclosure of Noel-Levitz, Claim 12 recites a plurality of method operations ((d) and (g)-(l)) which specifically refer to a “partial application”, and which are part of the method for generating applications from candidates interested in attending an educational institution, as recited in Claim 12. Further, operations (m)-(n) of Claim 12 specifically recite a “full application” separate from the “partial application.” Noel-Levitz makes no reference to any varying stages of application completeness.

Referring to the specification for support, a truncated application is explicitly described on page 16 of present application. Paragraph 3, page 16 of the specification recites: “The application itself may be truncated because information known to the institution about the candidate through the inquiry pool profiling procedure need not be again requested in the application.” The truncated application may include portions not completed, however, more importantly, the truncated application may not include portions already completed. Noel-Levitz does not teach or disclose a “partial” application, or as the specification recites a “truncated” application.

In addition to the multiple references to the “partial application” in Claim 12, a few example operations of Claim 12 include: customizing, compiling and updating, among other operations, which specifically refer to the “partial application.” Noel-Levitz makes no reference to a “partial application” and there is no indication of any particular handling operations that refer specifically to the “partial application” as recited in Claim 12.

In relying on the teachings of Noel-Levitz the Examiner has failed to teach all of the claim limitations of Claim 12, and more specifically, has omitted the “partial application” element recited in operations ((d) and (g)-(l)) of Claim 12. The rejection to Claim 12 is improper and must be withdrawn.

The withdrawal of the rejection to Claim 12 and an allowance thereof are kindly requested.

With regard to Claims 6 and 13-14, Applicant submits that independent Claim 13 is also allowable over Noel-Levitz for at least the reasons stated above with regard to

Claim 12. Further, dependent claims 6 and 14 by virtue of dependency are also in condition for allowance. Withdrawal of all outstanding rejections to Claims 6 and 12-14, and an allowance thereof are kindly requested.

CONCLUSION

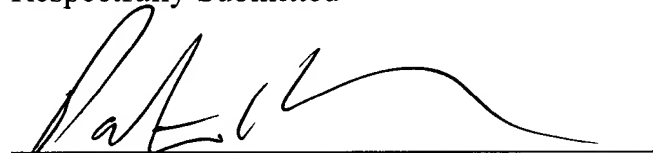
The Office has failed to demonstrate that Noel-Levitz discloses each and every feature of the claimed subject matter and has failed to provide a *prima facie* case of obviousness. Each element recited in the claims have not been met by the references alone or in combination. The Applicants request withdrawal of the rejections, and if the rejections are maintained, an element by element accounting of the claim terms in the cited art. Applicant believes that the present application is now in condition for allowance and such action is earnestly requested.

If the Examiner has any questions relating to this Amendment or the application in general he is respectfully requested to contact the undersigned so that prosecution may be expedited.

Applicant believes that the present application is now in condition for allowance and such action is earnestly requested.

Should any additional fees be necessary in connection with the filing of this Amendment, or if a petition for extension of time is required for timely acceptance of the same, such a petition is made and the Office is authorized to charge such fees to **Deposit Account No. 04-1679.**

Respectfully Submitted



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